



News Release

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City Development Department wins award

RIVERSIDE, Calif. –The International Economic Development Council (IEDC) presented an award to the City of Riverside Development Department last night for its exceptional promotional brochure.

The award was given at IEDC's Annual Conference in Atlanta.

"It's wonderful that the department's effort to promote the city is being recognized on an international level," said Tricia Hinckley, economic development manager for the city. "Our brochure not only provides the key information retail tenants and leasing agents look for, it was innovative in design and flair."

Competing in the category of Special Purpose Brochure by organizations serving areas with populations exceeding 200,000, Riverside was a clear standout with its Riverside Retail Opportunities map, said IEDC officials. The Riverside Retail Opportunities brochure is a full color, two-page map of the city with a single clear data overlay that steps beyond two-dimensional testimonials and statistics. In addition to providing a reference guide to all major retail projects currently underway in the city, the map migrates carefully selected, relevant data from reliable sources into a visual presentation, allowing prospective clients to analyze statistics such as average population, household incomes and annual average street and highway traffic volume in a truly meaningful context.

"Economic development efforts have long been a keystone in the quest to bolster the economy and improve quality of life in every locality across the country," said Robin Roberts Krieger, IEDC chair. "We laud trendsetting organizations like the City of Riverside Development Department for leading the charge."

The International Economic Development Council (IEDC) is headquartered in Washington, DC. Its professional economic development awards annually recognize excellence in the field.

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